

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the Matter of)	
)	
A La Carte and Themed Programming and Pricing)	MB Docket No. 04-207
Options for Programming Distribution on Cable)	
Television and Direct Broadcast Satellite Systems)	

ORDER

Adopted: July 2, 2004

Released: July 2, 2004

Comment Date: July 15, 2004

Reply Comment Date: July 30, 2004

By the Deputy Chief, Media Bureau:

1. By a Public Notice dated May 25, 2004, we began a factual inquiry regarding the provision of a la carte and “themed-tier” services on cable television and direct broadcast satellite systems.¹ The Public Notice called for comments on July 8, and reply comments on July 23, 2004.

2. The National Cable and Telecommunications Association (“NCTA”) has requested a one week extension of both dates. NCTA states that it needs added time to complete studies and analyses relevant to the several issues posed in the Public Notice.²

3. It is not Commission policy to routinely grant extensions of time.³ We conclude, however, that NCTA has stated good cause for itself and others to receive an extension of one week for the filing of their comments and reply comments herein. The extensions will result in a more thorough factual record and analysis of the issues.

¹ Public Notice DA 04-1454, *Comment Requested On A La Carte and Themed Tier Programming and Pricing Options for Program Distribution on Cable Television and Direct Broadcast Satellite Systems*, MB Docket No. 04-207, released May 25, 2004.

² See Motion for Extension of Time filed by NCTA, dated July 2, 2004.

³ See 47 C.F.R. § 1.46(a).

4. Accordingly, **IT IS ORDERED** that, pursuant to Sections 4(i), 4(j) and 5(c) of the Communications Act of 1934, as amended, 47 U.S.C. §§ 154(i), 154(j) and 155(c), and Sections 0.61, 0.283, and 1.46 of the Commission's rules, 47 C.F.R. §§ 0.61, 0.283, and 1.46, the date for the filing of comments in MB Docket No. 04-207 is extended until July 15, 2004, and the date for filing reply comments herein is extended until July 30, 2004.

FEDERAL COMMUNICATIONS COMMISSION

William H. Johnson
Deputy Chief, Media Bureau